

Serial No. 10/668,994

PATENT
Docket No. 93690-010100/02-3588**AMENDMENTS TO THE CLAIMS**

Claim 1 (currently amended) In a container comprising a pair of side walls for defining a container interior and at least one open end, and a reclosable sealing device including a first locking member and a second locking member, each formed with a web respectively extending along the side walls adjacent the open end, the first and second locking members being repeatedly matable so that upon mating engagement of the first and second locking elements along their substantially entire lengths, the open end is substantially entirely closed, the improvement comprising:

printed color visual indicia means provided by printing automatically and directly applied ~~substantially entirely~~ across at least one of the webs in the vicinity of the first and second locking members to present various graphics for identity or aesthetic purposes and facilitate locating and closing the sealing device.

Claim 2 (currently amended) A web arrangement having a pair of webs to be secured to a pair of side walls of a container having a reclosable open end, the web arrangement comprising:

a first locking member formed on one of the webs;

a second locking member formed on the other of the webs, the first and second locking members being repeatedly matable so that upon mating engagement of the first and second locking members along their substantially entire lengths, the open end is substantially entirely closed, and

printed color visual indicia means directly printed along ~~substantially an entire~~ a length of at least one of the first and second locking members before the webs are secured to the side walls of the container.

Claim 3 (New) The container of claim 1 wherein the visual indicia means is selected from the group consisting of holographic printing, raised or recessed printing, varied printing covered with a fusion web and tattoo, picture or photo transfer.

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Claim 4 (New) The container of claim 1 wherein the visual indicia means is printed substantially across the entire length of at least one of the webs.

Claim 5 (New) The container of claim 1 wherein the visual indicia means is printed intermittently across the entire length of at least one of the webs.

Claim 6 (New) The web arrangement of claim 2 wherein the visual indicia means is selected from the group consisting of holographic printing, raised or recessed printing, varied printing covered with a fusion web and tattoo, picture or photo transfer.

Claim 7 (New) The web arrangement of claim 2 wherein the visual indicia means is printed substantially across the entire length of at least one of the first and second locking members .

Claim 8 (New) The web arrangement of claim 2 wherein the visual indicia means is printed intermittently across the entire length of at least one of the first and second locking members .

Claim 9 (New) In a container comprising a pair of side walls for defining a container interior and at least one open end, and a reclosable sealing device including a first locking member and a second locking member, each formed with a web respectively extending along the side walls adjacent the open end, the first and second locking members being repeatedly matable so that upon mating engagement of the first and second locking elements along their substantially entire lengths, the open end is substantially entirely closed, the improvement comprising:

a printed visual color indicator provided by printing automatically and directly applied across at least one of the webs in the vicinity of the first and second locking members to present various graphics for identity or aesthetic purposes and facilitate locating and closing the sealing device;

wherein the visual indicator may be printed intermittently across the entire length of at least one of the webs.